

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### Listing of claims:

1 - 34 (canceled without prejudice)

35. (currently amended) A process optimization method, comprising:

obtaining an organization matrix of value, an organization matrix of risk; a plurality of organization related process specifications and a plurality of process feature data,

identifying an impact of each feature on one or more expected process outputs;

mapping the expected process outputs to the matrices of value and risk;

creating a financial simulation model using said mappings and process data;

determining an optimal mix of process features using said model, and

displaying the optimal mix using a paper document or an electronic display.

36. (previously presented) The method of claim 35 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaborative multi-enterprise operation.

37. (previously presented) The method of claim 35 that further comprises identifying an optimal mix of processes for the organization.

38. (currently amended) The method of claim 35 where an optimal mix of process features is the a mix that achieves financial goals selected from the group consisting of maximizes organization value, ~~while—~~minimizing minimize organization risk and combinations thereof.

39. (currently amended) The method of claim 35 where a plurality of process feature data further comprises data selected from the group consisting of data that encapsulates all the different options available for completing a process, data that identifies any options for implementing a process or a process feature at a future date and combinations thereof.

40. (previously presented) The method of claim 35 wherein automated learning is used to develop information that supports method completion selected from the group consisting of an organization matrix of value, an organization matrix of risk and combinations thereof.

41. (previously presented) The method of claim 35 where a process specification further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

42. (previously presented) The method of claim 35 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

43. (previously presented) The method of claim 35 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

44. (previously presented) The method of claim 35 where an organization matrix of risk is defined by the one or more organization segments of value and organization related risks where the segments of value are selected from the group consisting of current operation, real option, derivative, excess financial

asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks and combinations thereof.

45. (previously presented) The method of claim 35 where an organization matrix of value is defined by one or more organization segments of value, elements of value and external factors where the one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, knowledge, information technology, intellectual property, investors, partnerships, processes, production equipment, quality, vendors, supply chains, vendor relationships, visitors and combinations thereof and where the one or more organization segments of value are current operation, real option, derivatives, excess financial assets, market sentiment and combinations thereof.

46. (currently amended) The method of claim 45 where external factors are selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof

47. (previously presented) The method of claim 35 that optionally displays an impact of the optimized feature mix on a position of the organization relative to an efficient frontier.

48. (currently amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing an process optimization method, comprising:

obtaining an organization matrix of value, an organization matrix of risk; a plurality of organization related process specifications and a plurality of process feature data,  
identifying an impact of each feature on one or more expected process outputs;  
mapping the expected process outputs to the matrices of value and risk;  
creating a financial simulation model using said mappings and process data;  
determining an optimal mix of process features using said model, and  
displaying the result using a paper document or an electronic display.

49. (previously presented) The program storage device of claim 48 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaborative multi-enterprise operation.

50. (previously presented) The program storage device of claim 48 where the method further comprises identifying an optimal mix of processes for an organization.

51. (currently amended) The program storage device of claim 48 where an optimal mix of process features is the a mix that achieves financial goals selected from the group consisting of maximizes organization value, while ~~minimizing~~ minimize organization risk and combinations thereof.

52. (previously presented) The program storage device of claim 48 where a plurality of process feature data encapsulate all the different options available for completing a process.

53. (previously presented) The program storage device of claim 48 where a plurality of process feature data identifies any options for implementing a process or a process feature at a future date.

54. (currently amended) The program storage device of claim 48 where a plurality of process specification data further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

55. (previously presented) The program storage device of claim 48 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

56. (previously presented) The program storage device of claim 48 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

57. (currently amended) The program storage device of claim 48 where an organization matrix of risk is defined by the one or more organization segments of value and organization related risks where the segments of value are selected from the group consisting of current operation, real option, derivative, excess financial asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks and combinations thereof.

58. (previously presented) The program storage device of claim 48 where an organization matrix of value is defined by one or more organization segments of value, elements of value and external factors where the one or more elements of

value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, knowledge, information technology, intellectual property, investors, partnerships, processes, production equipment, quality, vendors, supply chains, vendor relationships, visitors and combinations thereof and where the one or more organization segments of value are current operation, real option, derivatives, excess financial assets, market sentiment and combinations thereof.

59. (currently amended) A process optimization apparatus, comprising:

an organization matrix of value,

an organization matrix of risk;

a plurality of organization related process specifications and a plurality of process feature data,

means for storing and processing said matrices and data,

means for identifying an impact of each feature on one or more expected process outputs;

means for mapping the expected process outputs to the matrices of value and risk;

means for creating a financial simulation model using said mappings and data;

means for determining an optimal mix of process features using said model,

and

means for displaying the optimal mix using a paper document or an electronic display.

60. (previously presented) The apparatus of claim 59 that optionally displays an impact of the optimized feature mix on a position of the organization relative to an efficient frontier.

61. (previously presented) The apparatus of claim 59 that further comprises identifying an optimal mix of processes for the organization.

62. (previously presented) The apparatus of claim 59 where an optimal mix is the mix that maximizes organization value while minimizing organization risk.

63. (previously presented) The apparatus of claim 59 where a plurality of process feature data encapsulate all the different options available for completing a process.

64. (previously presented) The apparatus of claim 59 where a plurality of process feature data identifies any options for implementing a process or a process feature at a future date.

65. (previously presented) The apparatus of claim 59 where a process specification further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

66. (previously presented) The apparatus of claim 59 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

67. (previously presented) The apparatus of claim 59 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

68. (previously presented) The apparatus of claim 59 where an organization matrix of risk is defined by one or more the organization segments of value and organization related risks where the segments of value are selected from the

group consisting of current operation, real option, derivative, excess financial asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks, strategic risks and combinations thereof.